

# Cornwall Golf



## UNIFICATION BRIEFING November 2024

### **What is Unification?**

Unification is the bringing together of the Men's Golf Union and the Ladies Golf Association.

### **Why do we want to Unify?**

#### **A "bit" of History**

1996 Sport England was established by Royal Charter, they were given the responsibility for developing and increasing participation in sport and in particular at the grass roots level.

They currently dispense some £250M each year to sport from the Government and National Lottery.

One of their missions was to break down all the barriers to sport – one of those barriers was gender.

From 2009 Sport England worked with National Governing Bodies (NGBs) driving forward unification.

2012 saw the merger of the English Golf Union (EGU) and the English Women's Golf Association (EWGA) into one body – England Golf (EG).

2017 saw the Ladies Golf Union (LGU) merge with the R and A.

No surprise that unification was to be cascaded into the Counties

Since 2014 when EG have actively encouraged Counties to unify, and to date some 10 counties (see Appendix 1) have merged into one body. 3 including Cornwall are committed and are planning for unification, and a further 6 are in the initial discussion stage.

### **What's happening in Cornwall?**

In 2023 both the Cornwall Golf Union (CGU) and Cornwall Ladies County Golf Association (CLCGA) agreed to unification in principle and a working group was set up to prepare for unification.

## The working group consists:

🚩 Carole Waights	Chair
🚩 Alan Creber	Vice Chair
🚩 Chris Pountney	Secretary
🚩 David West	CGU – Treasurer
🚩 Amanda Harvey	CLCGA – Treasurer
🚩 Pauline Clifton	CLCGA Vice Captain
🚩 Martin Edwards	CGU President
🚩 Mo Hammond	CLCGA President 2023/24
🚩 Nikki Hodge	CLCGA President 2024/26

## What are the Benefits to Unification?

These benefits have been realised by the unified Counties, but not in all cases

- A single common purpose, vision and strategy
- Tailored approach to golf development for all, including a junior academy programme to develop future golf club members
- Simpler structure for Clubs and Members to work with
- Enhanced efficiency and economies of scale
- Pooling of resources and experience amongst the Board, Sub-Committee members and volunteers
- Improved communications and standardised image of Cornwall Golf (new website)
- One organisation representing the views of the County affiliated clubs at both regional and national levels
- A significant symbolic step towards breaking stereotypes
- Promotes equality within the game
- The place to go for all golf in the County (one-stop shop)
- Improved efficiencies
- Increase in County's resources and eliminated duplication
- Employed administrative staff – releases the burden on association volunteer roles
- Smaller less time-consuming volunteer roles
- A wider pool to recruit volunteers for county events
- Opportunity to refocus and rebrand golf in the County
- One competition software and reduced costs
- Enhanced opportunity to represent all golfers in one place
- Increased opportunity for sponsorship
- Tailored diary events across all sections
- Greater opportunity to communicate to the family audience
- Improving the image of golf in Cornwall with one marketing and communications plan

## What has been done so far?

During 2024 we have had 6 meetings where we looked at what other Counties had done and identified the following:

Our new Name – **Cornwall Golf**

It will be an incorporated company with limited guarantee

We recommend we have a Chair supported by a Board with either 7 or 9 directors with discreet areas of responsibility (which I will cover later) all with voting rights plus The President and Vice President who will be non-voting. It is proposed the position of President will rotate on an annual basis between Male and Female. The composition of the Board will be a minimum 30% Male and 30% Female.

The Board will be supported by committees drawn from existing and new volunteers. As with the Board the gender balance will be 30% Male and 30% Female.

## **Responsibilities and Committees**

Part of the exercise in analysing what we wanted for the future of Cornwall was identifying key areas we wanted and needed to influence for the future of golf in the County. The Directors will have responsibility for the following and if we have 9 Directors we will have 2 Directors with no portfolio.

- ✚ Finance
- ✚ Governance
- ✚ Golf Development
- ✚ Coaching and Teams
- ✚ Marketing and Communications
- ✚ Club Services
- ✚ Championships and Competitions

We created our **Mission and Values**

**Cornwall Golf** will oversee all things related to golf in Cornwall

- We will welcome new players and members alike. Our aim is to increase participation in golf irrespective of age and gender
- We are committed to equality, diversity and inclusion and the development of golfers and golf clubs in Cornwall

## **Our Vision**

- To promote and support Golf for ONE AND ALL

## **Our Values**

*Inclusive* – welcoming and enabling everyone to be involved with golf in Cornwall

*Honesty* – acting with integrity, trust, fairness, reliability and transparency

*Supportive* – working together to make golf better for everyone, inspiring people to achieve goals

*Excellence* – continuously improving, exceeding expectations and setting high standards

*Responsible* – being personally accountable and passionate about driving a strong future for golf

**Cornwall Golf** will stand for

- At Cornwall Golf we will be committed to growing the game in Cornwall
- We will offer day-to-day help and support clubs, working together to resolve issues and challenges in our game
- We will organise County wide competitions for all sections and encourage participation

- We will lead on Equality, Diversity and inclusivity, creating greater opportunities for access, promoting the physical and mental health benefits of playing golf, inspiring more participation regardless of gender, age, ethnicity, ability, disability or background to play golf
- We will continue to be dedicated to developing talent, providing accomplished coaches and defined pathways at all levels, which in turn will enable us to put out high performing and successful county teams
- Continue to inform educate and share best practice (via workshops or similar) with the affiliated clubs and their members

We will have a new logo (as per the heading on this briefing note) and new branded team kit etc.

### **Currently Working on**

1. All the legal aspects of dissolving the existing Union and Association
2. Creating the new company
3. Producing Articles of Association
4. Rules of the Association

### **Timeline**

2023	Process Started
2024	Ongoing discussions with all parties. Presentations to stakeholders at AGM (CGU and CLCGA)
2025	Communications Campaign New articles of association, constitution and rules to be ratified Terms of reference for committees Roles and recruitment for Board and Committee members Dissolution of CGU and CLCGA
2026	We are aiming for February Full unification to be completed Launch of new structure including communication channels e.g. website

### **APPENDIX 1 – Unified Counties (as at 30<sup>th</sup> September 2024)**

Bedfordshire County Golf  
 Derbyshire County  
 Devon Golf  
 Hertfordshire Golf  
 Isle of Man Golf  
 Kent Golf  
 Lancashire Golf  
 Middlesex Golf  
 Northamptonshire Golf  
 Wiltshire Golf